

Santa Monica Daily Press

WEDNESDAY, MARCH 18, 2015

Volume 14 Issue 109

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Santa Monica Daily Press

MISLEADING FIGURES SEE PAGE 5

Three hotels served weary WWII soldiers

BY DAVID MARK SIMPSON

Daily Press Staff Writer

OCEAN AVE Before they were selling rooms for more than \$400 per night, three Santa Monica hotels were aiding battle-tired soldiers in the midst of the second World War.

Hotel Casa Del Mar, the Shangri-La Hotel, and the Fairmont-Miramar Hotel along with three hotels that have since been demolished, served as redistribution centers for American troops from November of 1943 to October of 1945, according to a historical consultants report to the Landmarks Commission last week.

"When the depression came those buildings, with their swimming pools, ballrooms, gymnasiums and other 'waste space,' were not suited for industry," an L.A. Times article from that era said. "But when the Army Air Forces wished a Western Redistribution Center those white elephants suddenly became valuable. Nothing suitable could be found in the Seattle, Portland, San Francisco or San Diego areas. Three beach club buildings and three hotels stood almost in a row in Santa Monica where climate and location were perfect."

Santa Monica's hotels were labeled Army Air Force Redistribution Station Number 3. Atlantic City, Miami, and Santa Ana were the only other redistribution hubs in the United States, the report said.

"Under the command of Colonel William C. Lewis, the goal of the AFF Redistribution Station Number 3 was to rotate men out of combat to save the lives of entire crews," the report, prepared by Margarita Jerabek, said. "The men were recommended by the flight surgeon to return back to the States for rest."

SEE HOTEL PAGE 7

Macerich rebuffs \$16B hostile bid from Simon Property

Associated Press

SANTA MONICA Local mall operator Macerich has rejected a \$16 billion hostile bid from competitor Simon Property Group and adopted a "poison pill" defense to defend against a takeover.

Simon Property Group Inc., already the nation's largest mall operator, went hostile earlier this month after saying that Macerich refused to negotiate a deal that would combine two of the largest

U.S. mall operators.

Indianapolis-based Simon offered \$91 per share in cash and stock for each Macerich share. The offer is valued at about \$22.4 billion, counting Macerich debt.

Macerich said Tuesday that Simon's offer significantly undervalues the company and isn't in the best interests of its shareholders. The company also said that it has concerns over Simon's plan to sell some of its assets to fellow mall operator General Growth

Properties Inc.

Macerich said it thinks the partnership between Simon and General Growth Properties "raises serious antitrust concerns as it is a concerted effort by the two largest companies in the industry to acquire the No. 3 company."

Macerich said that it feels it needs to be proactive to protect shareholder value and prevent the accumulation of stock by any group that may want to force the sale of the company. Macerich said

that its shareholder rights plan, which is often referred to as a "poison pill," will expire at its 2016 annual shareholders meeting unless redeemed or otherwise exchanged.

The company also announced that it was adopting a classified board structure, saying that it was only intended to protect shareholder value. The company said directors would be assigned to one

SEE MALL PAGE 6



MARATHON VOLUNTEERS

The Hirshberg Foundation for Pancreatic Cancer Research hosted a Purple People Cheer Station to support runners at the ASICS LA Marathon on Sunday, March 15 at Mile 21 in Brentwood. The Hirshberg Foundation Purple People Cheer Station is an official course support station of the ASICS LA Marathon. The high-energy viewing area consisted of a cheering squad featuring Santa Monica High School Cheerleaders, a DJ on a large stage and other enthusiastic supporters who encouraged participants approaching the finish line just a few short miles away. The Hirshberg Foundation Course Cheer Station helped create awareness about pancreatic cancer.

Angela Daves-Haley

Privately run arts center favored at Civic site, data show

BY JEFFREY I. GOODMAN

Daily Press Staff Writer

PICO/MAIN Throwing around ideas for what the Civic Auditorium complex should feature was easy. Channeling those ideas through spatial and financial constraints was decidedly less so.

Of the 1,698 people who attended the recent Civic Working Group seminar or used online software to grapple with the future of the dormant building and its surroundings, just 125 completed the exercise, balanced the budget and optimized land use, according to data released earlier this month.

It was the second in a series of three workshops to help the nine-member panel formulate suggestions about what the city should do with the cultural landmark and its environs. Redevelopment funds were stripped from the Civic about

SEE CIVIC PAGE 7

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"I could barely stand straight after being in pain for 4 long years. I couldn't believe I was able to bend backwards immediately after the laser"Cheryl Santor (Ms. Santor was injured in the Chatsworth train wreck)



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Calendar

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WEDNESDAY, MARCH 18, 2015

Santa Monica Daily Press

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

March 18

What Is Church?

John B. Cobb Jr. is an American theologian, philosopher and environmentalist. Cobb is often regarded as the preeminent scholar in the field of process philosophy and process theology and is the author of more than fifty books. A unifying theme of Cobb's work is his emphasis on ecological interdependence - the idea that every part of the ecosystem is reliant on all the other parts. First United Methodist church of Santa Monica, 1008 11th Street, 7 - 8:30 p.m.

Women's History Month Screening: ANITA: Speaking Truth to Power

Directed by Academy Award®-winning filmmaker Freida Mock, the film is both a celebration of Anita Hill's legacy and a rare glimpse into her private life with friends and family, many of whom were by her side that fateful day 24 years ago. Main Library, 601 Santa Monica Blvd., 7 - 8:30 p.m.

Planning Commission Meeting

Regular Meeting of the Planning Commission. For more information, For more information visit www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission. City Hall, 1685 Main St. 5:30 p.m.

Green Living Workshop

Learn ways to save money, positively impact your family, community, and ultimately the planet. Topics include: water, energy, waste, chemicals, transportation, and shopping & food. Main Library, 601 Santa Monica Blvd., 7 - 8:30 p.m.

Montana Branch Book Group: The Graves Are Walking

This compelling new look at one of the worst disasters to strike humankind-the Great Potato Famine-provides

fresh material and analysis on the role that religion and politics played in trying to reshape Irish society. Montana Avenue Branch Library, 1704 Montana Ave., 7 - 8:30 p.m.

March 19

Intermediate and beginner salsa lessons

Learn patterns, ways to better your partnering technique and bring your dancing to the next level to get you ready for the dance floor. Bring a partner, or come alone, but get ready to dance and have fun. Drop ins \$20. Beginner from 7:30 - 8:30 p.m. Intermediate from 8:30 - 9:30 p.m. 1450 Ocean. Call (310) 458-2239 or visit <http://ow.ly/oZGSg> to register.

Women in Sports Screening: Let Them Wear Towels

To celebrate the anniversary of Title IX, ESPN commissioned the acclaimed "Nine for IX" documentary film series that "focused on captivating stories of women in sports told through the lens of female filmmakers." Join the Montana Ave. Branch Library as they screen a selection of these inspiring films. Montana Avenue Branch, 1704 Montana Ave. 7 - 8 p.m.

Inside the PSAT, SAT and ACT

The PSAT/NMSQT will change in October 2015 followed by a new SAT in March 2016. The ACT essay will change in September 2015. Attend this seminar to learn more about these changes. Grades 9-11. Main Library, 601 Santa Monica Blvd., 7 p.m.

Santa Monica Reads Movie: Sense & Sensibility (1995)

When the wealthy Mr. Dashwood dies, he leaves the daughters from his second marriage, including wise Elinor (Emma Thompson) and romantic Marianne (Kate Winslet), in financial difficulties. Will the young women find

SEE LISTINGS PAGE 3

For help submitting an event, contact us at
310-458-7737 or submit to editor@smdp.com

COMMUNITY BRIEFS

YWCA
SHINE Storytellers
“Looking for Love”

“Looking for Love” in all the right - and wrong - places will be the theme as storytellers take the stage at SHINE on March 19 at 7:30 p.m. at YWCA Westside/Santa Monica.

SHINE is a storytelling series highlighting experienced and new storytellers coming together on the third Thursday of each month to share inspiring true stories. The event features a relaxed community atmosphere, powerful and entertaining stories, refreshments, mingling, and live music.

SHINE will be hosted this month by Joe Hernandez-Kolski is an Emmy Award winner and two- time HBO Def Poet. As a comic/poet, he has performed with everyone from legendary musician John Mellencamp to the Grammy Award-winning band Ozomatli to comedian Carlos Mencia. For over twelve years, he's been hosting Downbeat 720, a renowned open-mic in Santa Monica for high school youth.

Professional storytellers for SHINE are chosen from some of the nation's top award-winning storytellers and writers. Amateur storytellers of all ages and walks of life also take the stage.

SHINE is held at YWCA Westside, 2019 14th St. Doors open at 7:30 p.m. for live music, refreshments and mingling. Stories start at 8 p.m. \$10 suggested donation at door. Advance tickets available at www.StoreyProductions.com. Those interested in becoming a SHINE storyteller are encouraged to visit www.StoreyProductions.com in advance for monthly theme and guidelines.

- SUBMITTED BY ISABEL STOREY

SMC
SMC Stages
“Elephant's Graveyard”

The Santa Monica College Theatre Arts Department is pleased to present “Elephant's Graveyard” Mar. 20-29 at the Theatre Arts Main Stage on the SMC main campus, 1900 Pico Blvd., Santa Monica.

“Elephant's Graveyard” is based on the true tale of a struggling circus and what happened when it visited a tiny town in Tennessee in September 1916. The play explores the human craving for spectacle by combining historical fact and the compelling events that eventually became a legend.

Written by George Brant, “Elephant's Graveyard” won the 2008 Keene Prize for Literature and the 2008 David Mark Cohen National Playwriting Award. The SMC production is directed by Terrin Adair-Lynch.

This theatrical performance contains adult subject matter, and may not be suitable for younger audiences.

Show times are 8 p.m. on Friday, Mar. 20 and Mar. 27, and Saturday, Mar. 21 and Mar. 28. Matinees are at 2 p.m. on Sunday, Mar. 22, and on Saturday, Mar. 28, and Sunday, Mar. 29. A preview is scheduled at 8 p.m. on Thursday, Mar. 19.

Advance tickets range from \$12 to \$15 (\$8 for preview), plus a service charge, and can be purchased by going to www.smc.edu/eventsinfo or by calling (310) 434-4319 or (310) 434-3005 Monday through Friday. Tickets are \$3 higher at the door before performances. Parking is free on Friday evenings and weekends.

- SUBMITTED BY GRACE SMITH

LISTINGS

FROM PAGE 2

sensible husbands to help them prevail? (136 min.) Fairview Branch Library, 2101 Ocean Park Blvd., 6:30 - 8:45 p.m.

Housing Commission Meeting

Regular meeting of the Santa Monica Housing Commission. For more information, visit <http://www.smgov.net/departments/clerk/boards>. Main Library, 601 Santa Monica Blvd., 4:30 p.m.

Chasing Rivers

Experience images from a WWII-vintage biplane and under and iceberg with photographer and filmmaker Pete McBride. See his work photographing and filming the great rivers of the world by National Geographic's “freshwater hero.” The Broad Stage, 1310 11th St., 7:30 p.m. Call (310) 434-3200 for more information.

Shorties

Green Light Productions presents SHORTIES, a production of five new, short, comedic plays written and directed

ed by women to celebrate women in comedy. Selected from hundreds of submissions, SHORTIES, written by talented local female writers, show just how creative, honest, brave and funny women creating theatre can be. The Miles Memorial Playhouse, 1130 Lincoln Blvd., 8 p.m. \$20 at door \$15 in advance \$10 student/senior. Call (215) 681-0211 for more information.

Spring Cleanse

Join Dr. Jessica Marier for a free health talk on how to safely do a cleanse to jump start your weight loss/wellness program, how to properly break a cleanse, and how to stay clean. There will also be a food demo and tasting with Healing Thru Food's Dori Lancaster, Nutrition Educator. Lotus East West Medical Center, 2222 Santa Monica Blvd. 6 - 7 p.m. Call (310) 828-8258 for more information.

Neuropathy Update

Santa Monica Family YMCA 1332 6th Street, 12 - 1:30 p.m. Shamsha Velani, MD, UCLA neurologist, will give an overview of neuropathy, including causes, diagnosis and treatment options. Sponsored by the UCLA

Health 50 Plus Program.

SHINE: “Looking for Love”

“Looking for Love” in all the right - and wrong - places will be the theme as storytellers take the stage at YWCA Westside/Santa Monica. SHINE is a storytelling series highlighting experienced and new storytellers coming together on the third Thursday of each month to share inspiring true stories. YWCA Westside, 2019 14th Street, 7:30 - 9:30 p.m. \$10 suggested donation at door.

March 20

Main Library Docent Tours

Docent led tours of the Main Library cover the library's gold LEED rating of sustainability, its art, architecture and even the library's collection. Docent led tours are offered the third Friday of each month. Docents are able to adapt the tour to fit your interest and time. Main Library, 601 Santa Monica Blvd., 12:30-1:30 p.m.

Guest House Open

Free tours begin at 11 a.m., 12 p.m. and 1 p.m. No reservations needed.

Annenberg Community Beach House, 415 PCH.

Shorties

Green Light Productions presents SHORTIES, a production of five new, short, comedic plays written and directed by women to celebrate women in comedy. Selected from hundreds of submissions, SHORTIES, written by talented local female writers, show just how creative, honest, brave and funny women creating theatre can be. The Miles Memorial Playhouse, 1130 Lincoln Blvd., 8 p.m. \$20 at door \$15 in advance \$10 student/senior. Call (215) 681-0211 for more information.

Next to Normal

Next to Normal tells the story of a mother, Diane Goodman, who struggles with bipolar disorder and the effect that her illness has on her family. This contemporary musical is an emotional powerhouse that addresses such issues as grieving a loss, ethics in modern psychiatry, and suburban life. Morgan-Wixson Theatre, 2627 Pico Blvd. Fridays and Saturdays at 8 p.m., Sundays at 2 p.m. Adults \$25, Students/Seniors \$20



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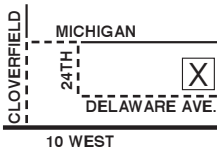
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Curious City

Charles Andrews

Send comments to editor@smdp.com

A long PC meeting tonight is better than long, lonely corridors

IT'S SUCH A DRAG TO COME LATE TO THE DANCE. You've already missed your chance for the good stuff, the best songs, the good food.

I was just itching to reply to the Chamber of Commerce column from last week, about "Santa Monica's Two Possible Futures," and their depiction of the current state of our boulevards as "long, lonely corridors... bike and pedestrian danger zones." Who wouldn't get excited about that fraught (but fantasized) description of our dystopian present?

Alas, when something looks that good to you, other dogs gonna sniff it out too. But listen up, class, this is your last-minute study group, and I'm going to go over the high points and even a few other ones that weren't covered in the lectures, because the test tonight at the Planning Commission meeting is as important as everyone says it is. If you don't show up, on time, you are an automatic zero.

The SMar.t. group (of architects, an engineer and a city commissioner), in their own weekly column, jumped on some things they disagreed with that were presented as facts. (It seems the pro-overdevelopment folks are very fond of insisting we stick to "the facts," as though anything presented by the other, slow-growth side are automatically not facts.) They pointed out that the prescribed Activity Centers (where out-of-scale development would be allowed) were now mostly irrelevant because of the cancelled subway that will likely never come roaring under Wilshire Boulevard, and are too far away, walking distance, from other transit to be effective, and therefore should be eliminated.

The figure the Chamber presented, their column pointed out, only 4

percent of the city which could be developed (CC: "prohibits any increase in the remaining 96 percent of our city, protecting our neighborhoods from drastic character changes"), represents only Downtown; it's around 11 percent on the boulevards, they wrote, bringing the city total up to 15 percent.

Residocracy founder Armen Melkonians wrote to the Daily Press to find fault with the LUCE, contending it is intentionally flawed, sold to us by "snake oil salesmen" who are now pushing this Zoning Ordinance Update. (BTW, Armen, how do you get oil out of a snake? — I hear him reply, "Very carefully.")

Then longtime Daily Press columnist Bill Bauer weighed in, with his usual well-researched, fact-based righteous indignation, saying the Chamber piece "has it backwards" about intensified development "improving quality of life or reducing traffic." (That's such a stretch it shouldn't even have to be refuted.) He uses descriptive exclamations such as "horsefeathers!," "absolute nonsense" and "really?" He claims a three-story height limit (advocated by SMar.t's "Two, Three, Four - No More!" proposal) would allow for the best mix for those "vibrant streets."

Getting more specific, SMar.t. architect Ron Goldman suggested leaving one-third of the one- and two-story structures Downtown and along the boulevards as is, leaving still available two-thirds for development to three stories, or four in the Activity Centers. The Chamber of Commerce column states that removing those centers would "stunt potential growth to levels so low that it will not make any economic sense to build housing." Goldman sent me an economic analysis showing "the

viability of developing a three-story mixed use project on two typical 50-ft. parcels, with a healthy return on equity of 15.7%." That, my friends, is "the facts," rather than an offhand assertion, that unfortunately many people will accept on the face of it.

It sounds good to extol "preserving our neighborhoods' character" and protecting them from "drastic character changes," but overly tall construction along our boulevards, right next to surrounding residents, as permitted at the Activity Centers we need to reject tonight, would definitely impact affected neighborhoods, with severe parking problems for residents, shadows, traffic, noise, loss of sunlight and other fallout.

There were frequent references to "region" in the Chamber manifesto - "located in a region with a severe housing shortage," "our region's growing transportation network" - another theme commonly used by those pushing more overdevelopment here. But what's good for the region may not be good for Santa Monica. In fact, it may be disastrous. Since we don't live or vote in Los Angeles, I feel our obligation is to maintain and grow Santa Monica responsibly, as a unique and wonderful place to live, and as the legendary beach community that the world wants to continue to visit (sustaining our economy).

Another mantra: get people out of their cars and onto the streets, walking and biking, because you've built so many "housing opportunities" and therefore people won't use cars or maybe even own them. Good goal, but unrealistic means and no cause and effect. When a resident has a job or just a meeting in Orange County or even West L.A., will they bike there, required materials under arm, arriving sweaty and disheveled? Let's be realistic, and find realistic

solutions, not nice-sounding but inappropriate urban planning schemes that once built can't be un-built.

Lastly, the Santa Monica Chamber of Commerce claims more than 1,000 members but I'm told about 80 percent of those are small business owners. So the tone of the column might represent not the Chamber as a whole, but more the corporate members who stand to gain the most from overdevelopment. In fact, upscaling the boulevards in particular, lined with mom and pop businesses, many in place for years or decades, would force too many of them away or out of business, unable to afford the new rents.

"Activity Centers" - for whom? GO TO CHURCH THIS SUNDAY. At the Church at Ocean Park, 2nd and Hill. Why? Why not? They're always cool, a church with a long history of community activism.

Sunday is their Vernal Equinox celebration, at 10:15. "Day and night are the same length, reminding us to look at the balance in our own lives." They promise music, fun and games and good conversation. Also, right after the service: Community Give-Away, based on a Native American tradition of caring for the community. Bring what you can, but no matter what, take something home, free, no strings. Such a spiritual deal.

QUOTE OF THE WEEK: "A nation of sheep will beget a government of wolves." — Edward R. Murrow

CHARLES ANDREWS has lived in Santa Monica for almost 30 years and wouldn't live anywhere else in the world. Really. You can reach him at therealmr-music@gmail.com

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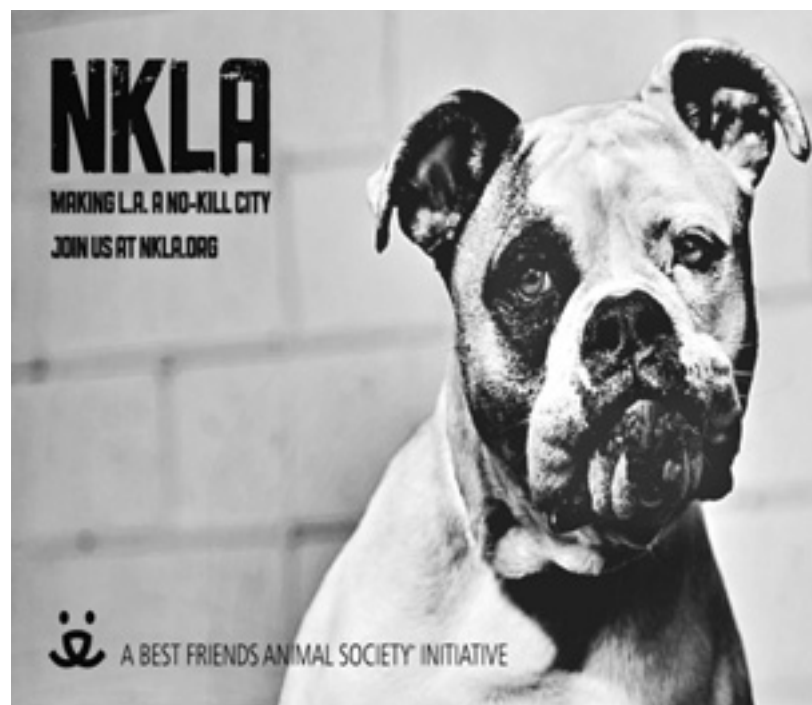
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Your column here

Juan Matute

Send comments to editor@smdp.com

Resident opposes misleading figures

IN HIS MARCH 16 COLUMN, "RESIDOCRACY opposes Zoning Ordinance Update," the group's founder, Armen Melkonians, claims that figures show that the City isn't living up to the commitments it made under the Land Use and Circulation Element (LUCE) approved in July 2010.

Mr. Melkonians claims that two and a half years after the approval of the LUCE, "a total of 4,618 new residential dwelling units were already being processed or under construction." At best, this is misleading. At worst, it is a deliberate falsehood.

The term "being processed" implies that the figure includes not only homes that have been approved or are under construction, but also new homes that have been proposed, though not yet considered by the City. Many of the proposals for new homes that Mr. Melkonians included in his count have actually been withdrawn from consideration, like the 231 homes in the Roberts Center on Colorado Avenue near Stewart Street.

Why did Mr. Melkonians use an unpublished analysis from December 2012 when there are more recent figures are available from the City's LUCE Monitoring Report?

This report shows that 1,067 homes were approved before the LUCE was adopted.

While 861 homes have been approved since the LUCE was adopted, only 80 have been built.

State law requires Santa Monica to look at the environmental impacts of future developments approved as a result of the LUCE. According to the City's LUCE Monitoring Report, the City considered the future environmental impacts of those 1,067 homes in the pipeline as part of what would occur anyway, not as one of the 4,955 homes expected to be built as result of adoption of the LUCE.

According to the LUCE Monitoring Report, 861 homes have been approved in the 55 months since July 2010. That's a rate of 15.7 new homes per month, which is short of the 20.6 homes per month forecast under the LUCE.

We aren't in danger of building too many new homes, as Mr. Melkonians says. We are actually falling short of the vision adopted in the LUCE because it is building too little housing. We've already seen how the housing shortage has resulted in skyrocketing rents. Residocracy's approach to double down on our housing shortage just as the Expo light-rail line opens would only make it worse.

JUAN MATUTE is a Santa Monica resident



BIZ @ SUNSET

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Santa Monica Daily Press



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Local

6

WEDNESDAY, MARCH 18, 2015

Santa Monica Daily Press

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CAREER DAY

Gail Pisker

Samohi held Career Day on March 17. More than 160 panelists from dozens of fields came to campus to share their careers with students.

MALL

FROM PAGE 1

of three classes and would each serve three-year terms. Macerich said the classified board structure isn't intended to be permanent and that it is committed to reviewing the ongoing need for it in 2016.

Simon Chairman and CEO David Simon said in a statement that the company was disappointed Macerich wouldn't meet to talk about its proposal. He added that the company was confident Macerich shareholders would receive more value by combining with them than by being a stand-alone business.

Simon is a real estate investment trust that operates more than 200 properties in the United States, with a heavy presence in Florida, Texas and California, among other states. It also runs shopping centers in Canada, Japan, Mexico and other countries.

Macerich has 51 shopping centers in its portfolio, including locations in Chicago, the metro New York area and Washington, D.C. Its malls include Tysons Corner Center near Washington, D.C., and Queens Center in New York City.

Shares of Macerich Co., based in Santa Monica, California, fell \$2.91, or 3.1 percent, to \$91.98 in afternoon trading on Tuesday. Simon Property shares fell \$1.37 to \$185.70.

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HOTEL
FROM PAGE 1

In total, the Santa Monica centers processed and reassigned more than 35,000 AAF veterans during the war, the report said.

The Miramar was specifically set-aside for married soldiers and showcased classical and popular music on Sunday afternoons.

The Santa Monica-Ocean Park chapter of the American Red Cross organized social events and distributed information.

“A hobby room was equipped on the fourth floor of the Edgewater beach hotel,” the consultant said. “One of the most popular hobbies taught was leathercraft, however, other instruction was given in water color, floral design, charcoal and pencil drawings, stencil and textile painting and plastics.”

The Women's Army Air Corps were trained

for five weeks out of Iowa before shipping to one of the four redistribution stations, where they staffed the hotels and beach clubs, doing everything from radiology to stenography.

Old L.A. Times articles described young soldiers who liked lounging in the pools or playing games, but longed to return to the front lines.

In 1945, at the war's end, Santa Monica's redistribution centers were changed to processing centers for returning prisoners of war. Santa Ana became the redistribution hub for the western states. By the end of October in 1945, all six Santa Monica hotels and clubs had returned to regular use.

The Landmarks Commission received the report at its last meeting. At a future date, the commission may choose to add the info the hotels' landmark.

dave@smdp.com

CIVIC
FROM PAGE 1

a year and a half ago.

“The results will not be used as a form of voting for the purposes of decision making,” officials said, “but rather as a way of collecting input to be used to frame the third community workshop ... which will in turn inform the Civic Working Group's ultimate recommendations to City Council.”

The two-day workshop, which wrapped up Feb. 1, invited attendees to learn about parameters and weigh a variety of options for the site, which is within walking distance of the incoming Expo Line light rail terminus.

Portions of the 10-acre plot are already designated for an early childhood education center and the existing Civic footprint, leaving about 4.3 acres up for consideration.

The most popular option was a 2,600-person capacity, privately managed entertainment complex that would cost about \$93 million to build but require almost nothing from the city to operate. It could host plays and concerts as well as trade shows, conferences and community events.

There could also be room for a secondary cultural complex, and respondents were more interested in an event space or small music venue than a fine art museum or artists' facility.

Participants also expressed interest in a variety of private land uses, including restaurants, retail stores and a boutique hotel. Housing and office space were less preferred.

Open space uses were important to respondents, according to the data, with 71 percent opting for a park of some kind. Among those who stayed within an acre of the land budget, the average park size was 2.85 acres.

About half of all participants denoted interest in a sports field, but only 55 percent of those optimized land use and just 10 percent of them balanced the budget. People who wanted a sports field were more accepting of private development than other respondents.

Balancing the budget proved difficult, and 85 percent of those who managed to do it opted for a general obligation bond of up to \$50 million. Such a bond would come from tax on property owners at \$12 per \$100,000 of value and require a two-thirds vote.

Of those who balanced the budget, 77 percent liked the aforementioned entertainment complex, which would not rely on the city for operating costs.

Financing could also come through a revenue bond with a 5-percent tax per ticket, a strategy that has been used for development in Downtown Los Angeles.

Fundraising campaigns, general fund contributions and philanthropy were also considered.

The Civic Working Group's third and final workshop will be held May 2 at 9:30 a.m. in the auditorium's East Wing. For more information, visit www.santamonicacivic.org.

jeff@smdp.com

STATE BRIEFS

STATEWIDE
One local citation in Statewide alcohol sting

The California Department of Alcoholic Beverage Control (ABC) and the Santa Monica Police Department (SMPD) joined forces on March 15 to conduct an undercover sting operation.

Using two supervised underage decoys, the enforcement team visited 10 alcohol retail establishments within the city of Santa Monica and made a total of 162 contacts. The decoys stood outside and solicited adult patrons to act as proxies and purchase alcohol on their behalf. One citation was issued for violation of 25658(a) of the Business and Professions Code.

The enforcement initiative known as a “Decoy Shoulder Tap Operation” carried out on March 15, represents a coordinated effort between ABC and local law enforcement agencies throughout the state of California. The program is intended to reduce the availability of alcohol to minors through awareness and enforcement efforts. According to the American Medical Association, underage drinking can increase chances of risky sexual behavior and teen pregnancy, juvenile delinquency, compromise health, and result in unintentional injury and death.

Many local operations were funded by the California Alcoholic Beverage Control through the department's Grant Assistance Program (GAP), while others were funded by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA). ABC is a Department of the Business, Consumer Services and Housing Agency.

- SUBMITTED BY RUDY CAMARENA

14/15 SEASON

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SURF REPORT





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SURF FORECASTS

WATER TEMP: 64.4°

WEDNESDAY – POOR TO FAIR – SURF: 1-3 ft ankle to waist high
New South swell starts to slowly build in. Deep high tide in the early AM will hinder most spots; Watch for larger South sets to rise up over the PM.

THURSDAY – FAIR – SURF: 2-3 ft thigh to waist high occ. 4ft
New/primary South swell tops out. New/secondary WNW-NW swell moves in and tops out as well. Unfortunately the deep high tide in the AM will hinder most spots.

FRIDAY – FAIR – SURF: 2-3 ft Knee to chest high
Holding/easing mix of primary South swell and secondary WNW-NW swell. Deep high tide in the AM will hinder most spots.

SATURDAY – POOR TO FAIR – SURF: 1-3 ft ankle to waist high
Small mix of fading NW and S swells.

BEACH REPORT CARD



NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **January 12, 2015**

HEAL THE BAY® - 1444 9th Street, Santa Monica, CA 90401 - beachreportcard.org - lbrc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)

Number of sewage spills -- 0
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 14
Number of A grades for dry/wet weather -- 33/20
Number of (C,D,F) grades for dry/wet weather -- 5/10

The Beach Report Card is made possible by:

Swain Barber Foundation

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET	LOCATION	DRY	WET
Leo Canillo Beach, at Anny's Sequit Creek mouth.	A+	A+	Wil Rogers State Beach at Bel Air Bay Club drain near fence.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+	Wil Rogers State Beach at Pulga Canyon storm drain.	A	F
El Pescador State Beach, between Luchessa and Las Alas creeks.			Wil Rogers State Beach at Temescal Canyon drain.	A+	A+
Occidental Canyon at El Matador State Beach.	A+	A+	Wil Rogers State Beach at Santa Monica Canyon drain (Chatsworth).	B	B
Broad Beach at Torrance Creek mouth.	B	A+	Santa Monica Beach at Montana Ave. drain.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+	Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Walnut Creek, projection of Wildlife Rd. (private).	A+	F	Santa Monica Municipal Pier.	C	C
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+	Santa Monica Beach at Pico/Xanter storm drain.	A	D
Escalante Creek, just east of Escalante State Beach.	A+	F	Santa Monica Beach at Strand St. (in front of the restaurants).	A+	A+
Lariga Canyon Creek mouth.	F	A+	Ocean Park Beach at Abbot Ave. drain.	A+	B
Solstice Canyon at San Blocker County Beach.	A+	D	Venice City Beach, at the Rose Ave. storm drain.	A+	F
Puerto State Beach at creek mouth.	A+	A+	Venice Beach at Brooks Ave. drain.	A+	A+
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A+	F	Venice Beach at Windward Ave. drain.	A	F
Surfside Beach at Malibu Colony fence.	A+	F	Venice Fishing Pier - 50 yards south.	F	A+
Surfside Beach (beach location) - daily.	A	F	Venice Beach-projection of Topical St.	A+	D
Malibu Pier - 50 yards east.	ns	F	Marina del Rey, Mothers' Beach- lifeguard tower.	F	B
Carbon Beach at Sweetwater Canyon.	A+	F	Deckweiler State Beach at Balfiore Creek mouth.	ns	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	A+	Deckweiler State Beach at Calver Blvd. drain.	A	F
Big Rock Beach at 19948 POH stairs.	A+	A+	North Westchester Storm Drain at Deckweiler State Beach.	B	B
Pine Creek at Las Torres County Beach.	A+	F	Deckweiler State Beach at World Way (south of ONW jetty).	A+	A+
Tuna Canyon.	ns	ns	Deckweiler State Beach at Imperial Hwy drain.	A+	F
Tapscott State Beach at creek mouth.	A	B	Deckweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Carderock Storm Drain at Castle Rock Beach.	ns	ns	Deckweiler State Beach at Grand Ave. drain.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	B	F			
Wil Rogers State Beach at 17200 POH (1/4 mile east of Sunset drain).	B	A+			

LEGEND

DRY -- each location is graded on an A -- F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.



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The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our swimmers are happy.



1320 2nd Street, LLC is accepting applications for qualified personnel for the construction of the mixed use apartment building in Santa Monica.

Resumes can be submitted via mail to 12121 Wilshire Boulevard, Suite 720 Los Angeles, CA 90025 Attn: Jobs at 1320 2nd Street.



CITY OF SANTA MONICA
PUBLIC MEETING ANNOUNCEMENT

Open House meetings for the California Incline and Colorado Esplanade projects are being held weekly on Thursdays from 5:00PM to 7:00 at Ken Edwards Center 1527 4th Street, Room 104. This is an opportunity for the public to learn about each project and speak to City representatives. Construction for the Colorado Esplanade project will commence with-in the next several weeks. Work will include sidewalk and street reconstruction on the north side of Colorado Ave (between 4th and Ocean Avenue). This new streetscape project will include: planting of 97 new shade trees, removal of 10 existing trees, installation of festival lighting, decorative paving and dedicated bike lanes. For more information see: <http://www.smconstructs.org>



CITY OF SANTA MONICA
REQUESTS FOR PROPOSALS (RFP)

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Consultants to complete and submit proposals for the:

Public Landscape Offices at Colorado Yards
SP 2339

Proposals shall be delivered to the City of Santa Monica, Architecture Services, 1437 4th Street, Suite 300, Santa Monica, California, 90401, not later than 5:00 p.m. on **March 30, 2015**, to be publicly opened and read aloud at 5:15 p.m. on said date in the Large Conference Room at 1437 4th Street, Suite 300, Santa Monica, California 90401. Each proposal shall be in accordance with the Request for Proposals.

Bidding Documents may be obtained by logging onto the City's bidding website at <http://www.smgov.net/planetbids>. Consultants wishing to be considered must submit Proposals containing all information required pursuant to the City's Request for Proposals.



CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed bids for:

BID #4149 Provide Security Guard Services as required by the Big Blue Bus.

- Mandatory** job walk will be held at 10:30 am PT on March 23, 2015 at 1620 6th St. Santa Monica, CA 90401.

Submission Deadline for all bids is April 1, 2015 at 3:00 PM Pacific Time.

The bid packets can be downloaded at:

- <http://vendors.planetbids.com/SantaMonica/QuickSearch.cfm>

Request for bid forms and specifications may be obtained by e-mailing your request to Kellee.MacDonald@smgov.net. Bids must be submitted on forms furnished by the City of Santa Monica.



CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed bids for:

BID #4181 Provide bus wash shampoo as required by the Big Blue Bus.

Submission Deadline for all bids is March 31, 2015 at 3:00 PM Pacific Time.

The bid packets can be downloaded at:

- <http://vendors.planetbids.com/SantaMonica/QuickSearch.cfm>

Request for bid forms and specifications may be obtained by e-mailing your request to Kellee.MacDonald@smgov.net. Bids must be submitted on forms furnished by the City of Santa Monica.

CROSSWORD

By THOMAS JOSEPH

- ACROSS
- 1 Inspector in Poirot mysteries

5 Satyric

9 Female friend, to Fernando

11 “Tiny Bubbles” singer

12 Deep pink

13 Bitter

14 “... man — mouse?”

15 Money business

17 Support

19 Horse-shoe shape

20 Deception

21 Peas’ place

22 Baggy

24 Do something

26 Waits in the dark

29 In the style of

30 Watch-dog’s activity

32 On the sundeck

34 Writer Rita — Brown

35 Pale

36 Conjure up

38 Onion layers
- 39 Hamlet extras
- 40 Painter Holbein
- 41 Plane part

- DOWN
- 1 “Twilight” werewolf

2 Unconcerned with ethics

3 Illegal copying

4 Links org.

5 Door feature

6 Fermi of physics

7 Belly-ached

G	A	E	L	I	C		C	R	A	W
M	A	L	O	N	E		L	U	C	K
S	H	I	L	L	E	L	A	G	H	S
			L	A	S	E	R			
	S	T	E	W		T	E	S	T	
S	P	U	D		B	U	T	T	O	N
I	O	N		M	O	P		O	N	E
P	R	E	L	A	W		C	R	E	W
	T	R	E	Y		A	S	K	S	
			A	B	A	S	H			
L	E	P	R	E	C	H	A	U	N	S
E	R	I	N		T	O	R	S	O	S
G	A	G	S		S	T	P	A	T	S

Yesterday’s answer

- 8 Avoid

10 White rat, e.g.

11 “Phooey!”

16 Luanda native

18 Tartan garment

21 Job extra

23 Swelled

24 Denali setting

25 Redeem
- 27 Geisha garb

28 Medusa’s hair

29 Disconcert

30 Storage spots

31 Gaggle group

33 Burns and Berry

37 Mover’s truck

THOMAS CROSSWORD BOOKS 1 AND 2! Send \$4.75 (check/m.o.) for each book to P.O. Box 536475, Orlando, FL 32853-6475

1	2	3	4			5	6	7	8
9				10		11			
12						13			
14				15	16				
17			18					19	
	20						21		
			22			23			
		24	25		26		27	28	
29				30					31
32			33					34	
35						36	37		
38						39			
40							41		

3-18

MYSTERY REVEALED!

Matthew Hall matt@smdp.com



Cassie Culpepper correctly identified the mystery photo as the reflection in the traffic mirror at the Lincoln Blvd. Vons.

YOUR OPINION MATTERS! SEND YOUR LETTERS TO • Santa Monica Daily Press • Attn. Editor: • 1640 5th Street, Suite 218 • Santa Monica, CA 90401 • editor@smdp.com

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from (easiest) to (hardest).

Difficulty Level ★★ ★

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

5	8	2	6	1	4	3	9	7
3	1	9	7	2	8	5	4	6
4	6	7	5	3	9	8	2	1
7	5	8	3	9	1	2	6	4
9	2	1	4	8	6	7	3	5
6	3	4	2	7	5	1	8	9
8	9	3	1	4	7	6	5	2
2	7	5	9	6	3	4	1	8
1	4	6	8	5	2	9	7	3

					7	9	6	5
	8	9		5			1	
	6		3			4		
		4			9			
	9				5			
7			6	3		8		
2		5			8		4	9
9	7					6	8	
6						3		

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DAILY LOTTERY

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8 14 39 46 47
Power#: 18
Jackpot: 40M

Draw Date: 3/13
8 2 30 42 45
Mega#: 3
Jackpot: 42M

Draw Date: 3/14
13 17 18 22 37
Mega#: 24
Jackpot: 17M

Draw Date: 3/16
7 10 24 31 35

Draw Date: 3/17
MIDDAY: 0 6 9
Draw Date: 3/16
EVENING: 0 8 4

Draw Date: 3/16
1st: 04 Big Ben
2nd: 06 Whirl Win
3rd: 02 Lucky Star
RACE TIME: 1:42.63

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at <http://www.calottery.com>

WORD UP!

brogue

1. an Irish accent in the pronunciation of English.
2. any strong regional accent.

TODAY IN HISTORY

1965- Cosmonaut Aleksei Leonov, leaving his spacecraft Voskhod 2 for 12 minutes, becomes the first person to walk in space.

1967- The supertanker Torrey Canyon runs aground off the Cornish coast.

1968- Gold standard: The U.S. Congress repeals the requirement for a gold reserve to back US currency.

1969- The United States begins secretly bombing the Sihanouk Trail in Cambodia, used by communist forces to infiltrate South Vietnam.

1970- Lon Nol ousts Prince Norodom Sihanouk of Cambodia.

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ Mark Seamands, 39, went to trial in May (2010) in Port Angeles, Washington, accused of second-degree assault and two lesser charges for the hot-iron branding of his three children, aged 13, 15 and 18. Each of the kids bore the mark “SK,” for “Seamands' Kids.” At trial, however, the kids testified that they not only consented to the branding but thought it was cool (despite the second-degree burns), and as a result, the jury dismissed the assault charge and deadlocked on the two lesser ones.

■ “This will be upsetting,” cautioned Justice Robert Graesser, addressing jurors in February in the Edmonton, Alberta, murder trial of Brad Barton. At issue was the cause of the victim's having bled to death from her genitals, and the judge, ruling that jurors would benefit by inspecting the actual wound, admitted the vagina itself (not a photograph) into evidence. The organ had been removed for autopsy and preserved, and the chief medical examiner donned rubber gloves and pointed out to jurors how “clean” the wound was (suggesting a sharp object), rather than the rougher, “scraping” wound that would have been created in other ways, such as by impalement. (At press time, the trial was still in progress.)

TAKE A MIDWEEK BREAK, SCORPIO

ARIES (March 21-April 19)
★★★★ Assume a low profile, if you can. You might find that straying from your normally assertive self will prove to be helpful. Use your sixth sense with your finances, especially if you're looking to make an important purchase. Tonight: Get some extra R and R.

TAURUS (April 20-May 20)
★★★★★ You'll have a unique opportunity to move forward with a project. You also could be on the verge of manifesting a long-term goal. A partner might not be in tune with your ideas. Go on your own, if you must. Your intuition seems to be right-on. Tonight: Where the fun is.

GEMINI (May 21-June 20)
★★★★★ You could be in a position where you must take the lead. A friend or partner might give you the cold shoulder. Perhaps this person is envious of your rising popularity. Don't take his or her comments or actions personally. Tonight: Where the action is.

CANCER (June 21-July 22)
★★★★ Keep reaching out to someone at a distance who might have strong opinions but is generally right. Hearing several different views never hurts, especially if you are dealing with a problem and looking for a solution. Your instincts are right-on. Tonight: Use your imagination.

LEO (July 23-Aug. 22)
★★★★ Be willing to make an adjustment to your funds. Goodwill goes a long way. You recently might have had a problem with a loved one and felt as if there were a chill heading in your direction. Give this person space, but remain caring. Tonight: Go along with a suggestion.

VIRGO (Aug. 23-Sept. 22)
★★★★★ Others seek you out, as they feel they need to spend more time with you. On some level, this type of popularity creates pressure. Though you will be flattered, it would be wise to detach from the here and now and look at the bigger picture. You will like what you see. Tonight: Out.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might want to approach a situation in a more upbeat way. You have the ability to get a lot done and enjoy yourself while doing it. Others admire that quality. One-on-one relating will prove to be unusually successful. Tonight: Say "yes" to an offer.

SCORPIO (Oct. 23-Nov. 21)
★★★★ It is clear what your choices are. A person close to you might express his or her desire for you to head in a certain direction. If you feel as if your day is dull, just tap in to your wild imagination when speaking to others. Tonight: Take a midweek break.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Take a stand, and honor what is happening. Know that if you feel that strongly about the topic, you will have to assume a more prominent role. You have wonderful ideas, but are you prepared to act and make them real? If so, you've got a green light. Tonight: A must show.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You might not realize what is needed to continue on your present path. Expect a surprise or two. Listen to what is being shared, and respond accordingly. Share a visual explanation of what you want to happen with a friend. Tonight: Out at your favorite hangout.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You might want to honor a change involving your finances. Make sure that what you're seeing is correct, because a mistake could be costly. An issue within your home life will be high priority. Weigh your options carefully. Tonight: Treat someone else to dinner.

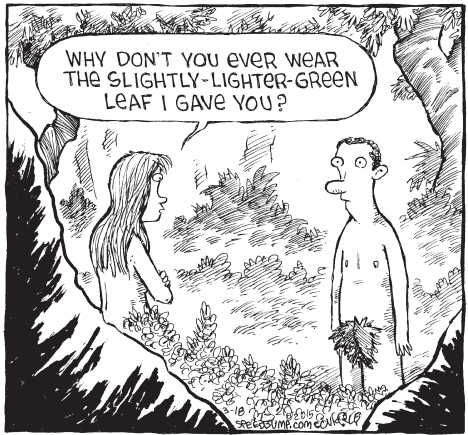
PISCES (Feb. 19-March 20)
★★★★★ You could be on top of a problem and feel absolutely sure about your choices. A loved one will let you know that you have his or her support. Make time to visit with a friend after a meeting. This person often serves as a muse for you. Tonight: Make it memorable.

Wednesday, March 18, 2015

This year you value friendship even more than you have in the past; however, you are extremely emotional about relationships in general. You draw many people toward you. If you are single, you will need to think about what type of relationship you want when choosing Mr. or Ms. Right. This person could saunter along as soon as this fall, as long as you are ready. If you are attached, share more of your vulnerabilities with your sweetie. As a result, you will find that the two of you become much closer. AQUARIUS understands you even better than you understand yourself!

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

Speed Bump By Dave Coverly

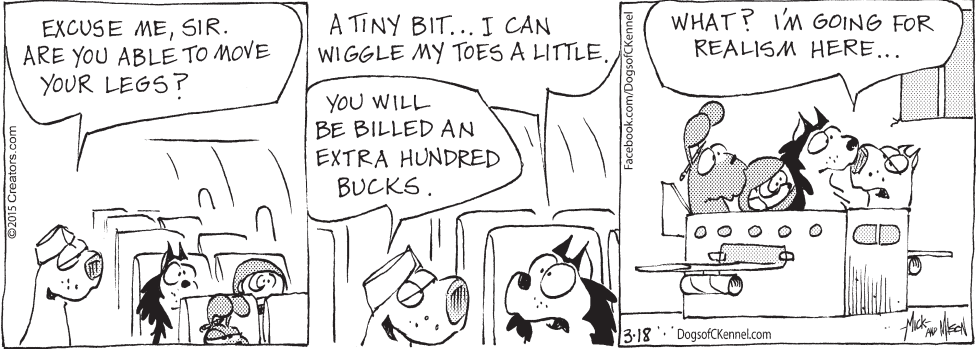


Strange Brew By John Deering



Dogs of C-Kennel

By Mick and Mason Mastroianni



Santa Monica Daily Press

Classifieds

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Employment

Employment Wanted

Happy Sock Retail Store Happy Socks is excited to announce the grand opening of its very first Happy Socks store on the West Coast. We are looking for an experienced RTL Manager & Assistant Manager along with FT/PT sales staff to fulfill the store's mission: to provide excellent customer service and a pair of awesome socks to our customers. Send Resumes with subject "Happy Socks Store" to the email info@happysocksLA.com

Help Wanted

GRAPHIC DESIGN INTERN The City of Malibu invites applications for the position of Graphic Design Intern. This is a part-time, paid position. Salary range is \$9.00 - \$16.25 per hour; commensurate with experience. Under general supervision of the Media Information Officer, provides a variety of graphic design services to various City departments. Application Deadline is Friday, April 24, 2015, at 4:00 p.m. Apply online: www.malibucity.org/jobs. A resume is required with your online application. Applications received by email or facsimile will not be accepted. EOE

The Santa Monica Daily Press is seeking an operations coordinator. The position is responsible for management, input and interpretation of display advertising contracts, collection of billed and prepaid accounts, management of the back office database and publishing systems. Management of website advertising contracts and execution of placements and billing. This position is responsible for monthly billing, application of payments, reconciliation of A/ R and bank and merchant service deposits. Also responsible for management of the classified data entry and billing/ payment systems. This position will direct and oversee the approval of office purchases, phone coverage and customer coverage. Manage all legal advertising of existing and new customers. Market the newspaper to agencies through direct contact, email and by ensuring representation in all listing collateral for qualified publications. Manage all City legal advertising Human Resources: Manage intake of new employees, train in relevant areas, assist with paperwork, employee benefits and general office policies and procedures. Monitor sick/vacation days for staff. Additionally, applicants must have strong grasp of the Microsoft Office Suite as well as be proficient in the Macintosh operating system. Applicants must be organized and deadline orientated, get along well with others and have strong interpersonal skills. The position is 30 hours per week. 9 AM - 2 PM Monday - Thursday and 9 AM - 5 PM on Friday. Interested applicants should submit a resume to schwenker@smdp.com with Operations Coordinator in the subject line.

Web Designer Web & mobile platforms design & dev't co. looking for a Web Designer to perform artistic & strategic mktg & responsive web design of web & mobile pages. Req: Bachelor's in graphic design/computer graphic design, or rel., plus 2 yrs. exp. in job offered, or creative director, or rel., or in alternative, 4 yrs. exp. in job offered, or as creative director, or rel. Exp. in a creative leadership role in digital agency environment, expertise in ad, collateral, identity, interactive design, strong working knowledge of interaction design, user-ctr'd exp. design, brand dev't, digital mktg & creative process req'd. Jobsite: LA, CA. Work Auth. req'd if hired. Send resume to: Kluge Strategic Inc., 4133 Redwood Ave, Ste 4032, LA, CA 90066. Principals only.

RUSH Legal Notices

RUSH Legal Notices

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015028808 **ORIGINAL FILING** This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as **FIRST SPOONFUL**. 2613 COLBY AVENUE, LOS ANGELES, CA 90064. The full name of registrant(s) is/are: **THE ELEPHANT PARADE LLC** 2613 COLBY AVENUE LOS ANGELES, CA 90064. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/JENNIFER M. JEWETT, CEO. **THE ELEPHANT PARADE LLC**. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. **NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE.** The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). **SANTA MONICA DAILY PRESS** to publish 03/04/2015, 03/11/2015, 03/18/2015, 03/25/2015.

Services

Personal Services

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Real Estate

West Side Rentals

Santa Monica **SINGLE - JUST SOUTH OF MONTANA AVE.** No Parking, Paid water & gas & electricity, Rent \$1,795.00, Deposit 1995, Available Now! westsiderentals.com/listingdetail.cfm?id=1169131

Santa Monica **PRIME SANTA MONICA ONE BLOCK TO OCEAN** 2-car Parking included, Paid utilities & water & hot water & cable, Rent \$2,850.00, Deposit 3000, Available Now! westsiderentals.com/listingdetail.cfm?id=1171050

Brentwood **1 BED , 1 BATH UNIT** Parking included, Paid water & trash, Rent \$1,895.00, Deposit 1000, Available 4115. westsiderentals.com/listingdetail.cfm?id=263571

Marina Del Rey **BEAUTIFUL GARDEN APARTMENT WITH PRIVATE GARDEN VIEW!** 2-car Subterranean parking, Paid gas, Rent \$2,905.00 to AND UP, Available Now! westsiderentals.com/listingdetail.cfm?id=342454

Marina Del Rey **WELCOME TO YOUR NEW HOME!** 1-car Parking included, Rent \$2,250.00 to AND UP, Available Now! westsiderentals.com/listingdetail.cfm?id=363893

Brentwood **HUGE ONE BEDROOM ONE BATHROOM** 1-car Parking included, Paid partial utilities & water & hot water & trash & gardener & pool service & association fees, Rent \$1,950.00, Deposit 1950.00, Available 4115. westsiderentals.com/listingdetail.cfm?id=1114734

Brentwood **LARGE 1 BEDROOM APARTMENT** 1-car Parking included, Paid water & trash, Rent \$2,175.00, Deposit 2175, Available 32815. westsiderentals.com/listingdetail.cfm?id=1169948

West LA **AC . POOL WGAS BBQ GATED. GARAGE PARKING MUCH MORE** 1-car Garage parking, Rent \$1,765.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1087749

Santa Monica **LARGE APARTMENT** 1-car Gated parking, Paid water & hot water & trash & gas & gardener & pool service, Rent \$2,200.00, Deposit 2200, Available Now! westsiderentals.com/listingdetail.cfm?id=1101168

West LA **LARGE APARTMENT** 1-car Garage parking, Rent \$1,800.00 to per month, Available Now! westsiderentals.com/listingdetail.cfm?id=42977

Santa Monica **ACTIVE SENIORS 62 -- YOUR LUCKY DAY -- MOVE DOWNTOWN!** 1-car Parking available, Rent \$1,708.00, Available Now! westsiderentals.com/listingdetail.cfm?id=641441

West LA **2BD2BTH -SPACIOUS MODERN CONDO, WD INSIDE, WOOD FLR. GARAGED PARKING ...** 2-car Garage parking, Paid gardener & association fees, Rent \$2,675.00 to Wood floors, WD inside- Privt Garage, SPECIAL, Available Now! westsiderentals.com/listingdetail.cfm?id=623460

Santa Monica **LARGE UPPER 2 BEDROOM 2 BATH UNIT JUST REMODELED** GREAT LOCATION JUST OFF MONTANA 2-car Carport parking, Paid water & trash & gardener, Rent \$2,995.00, Deposit 3500, Available Now! westsiderentals.com/listingdetail.cfm?id=1166684

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Santa Monica **REMODELED APARTMENT IN PRIME LOCATION** 1-car Parking available, Paid utilities, Rent \$2,800.00, Available 4815. westsiderentals.com/listingdetail.cfm?id=737586

Santa Monica **QUIET SAFE NEIGHBORHOOD AND JUST REMODELED FURNISHED ONE BEDROOM** 1-car Parking included, Paid utilities, Rent \$825.00 to per week, Deposit plus \$100.00, Available 41415. westsiderentals.com/listingdetail.cfm?id=1092462

Marina Del Rey **NEW KITCHEN ... POOL VIEW ... WALKING DISTANCE TO SHOPPING** 1-car Parking included, Rent \$2,468.00, Deposit 500, Available Now! westsiderentals.com/listingdetail.cfm?id=1160369

Brentwood **UPPER HUGE 2 BEDROOM DEN APARTMENT** 2-car Parking included, Paid water & trash, Rent \$2,995.00, Deposit 1500, Available 4715. westsiderentals.com/listingdetail.cfm?id=840553

Santa Monica **CUTE SINGLE WITH FULL KITCHEN - SANTA MONCA** Street parking, Paid water, Rent \$1,495.00, Deposit 1495.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1170146

West LA **UPDATED 2BD1BTH IN PRIME LOCATION (BUNDY & WILSHIRE AREA)** 1-car Parking included, Paid water & hot water & trash & gardener, Rent \$2,000.00 to Per Month, Deposit 2000, Available 32015. westsiderentals.com/listingdetail.cfm?id=1170354

Santa Monica **SUNSET PARK HOME FOR RENT** Garage parking, Rent \$5,000.00, Deposit 10000, Available Now! westsiderentals.com/listingdetail.cfm?id=1144284

Venice **3-STORY HOUSE IN VENICE** 1-car Garage parking, Rent \$10,900.00 to 10900, Deposit 21800, Available Now! westsiderentals.com/listingdetail.cfm?id=1171308

West LA **LARGE 3 BEDROOM, 3 BATHROOM CONDO FOR RENT** 1 BLOCK SOUTH OF WILSHIRE Parking included, Paid partial utilities, Rent \$3,895.00, Deposit 3895.00, Available 4715. westsiderentals.com/listingdetail.cfm?id=997573

Brentwood **THE ULTIMATE IN LUXURY LIVING IN THE HEART OF BEL - AIR. CALL TODAY FOR MOVE-IN SPECIALS!** 2-car Parking included, Paid trash, Rent \$4,500.00 to 00, Deposit 4500.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1161526

West LA **LARGE, BRIGHT, RECENTLY UPDATED UNIT** 2-car Parking included, Paid water & trash, Rent \$2,200.00, Deposit 2200.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1107145

West LA **LARGE SINGLE APARTMENT 2 MILES FROM BEACH AND UCLA** 1-car Covered parking, Paid water & trash & gas, Rent \$1,385.00 to month, Deposit 1385, Available Now! westsiderentals.com/listingdetail.cfm?id=201165

Venice **GREAT SINGLE, 1 BATH UNIT !** 1-car Gated parking, Paid water, Rent \$1,445.00, Deposit 1445, Available Now! westsiderentals.com/listingdetail.cfm?id=766210

Santa Monica **COZY ONE BED ONE BATH JUST TWO BLOCKS FROM THE BEACH ! OPEN !** Street parking, Paid water & hot water & trash & gas & electricity & gardener, Rent \$2,480.00, Deposit 800, Available Now! westsiderentals.com/listingdetail.cfm?id=1123033

Santa Monica **2 BEDS 2 BATHS, LARGE, REMODELED UNIT** 1-car Parking included, Rent \$2,795.00, Available Now! westsiderentals.com/listingdetail.cfm?id=940063

West LA **2 BEDS, 2 BATHS - NICE 855 SQFT UNIT** Parking included, Rent \$3,005.00 to AND UP, Available Now! westsiderentals.com/listingdetail.cfm?id=1158656

Brentwood **SPACIOUS 2 BEDROOM 2 BATH WITH EXCELLENT CLOSET SPACE!** Parking available, Paid water & trash & gardener, Rent \$1,995.00, Available 42115. westsiderentals.com/listingdetail.cfm?id=1070881

Santa Monica **UNIQUE UPPER 22 ON 32ND! DISHWASHER, SPACIOUS, SWEET LOCATION! MUST SEE!** 1-car Parking included, Paid water & trash, Rent \$2,050.00, Deposit 2050.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1161458

West LA **QUIET BUILDING - AWESOME DEAL - UPSCALE LOCATION - COME VISIT OUR COMMUNITY** Parking included, Rent \$1,695.00, Available Now! westsiderentals.com/listingdetail.cfm?id=989624

Venice **VENICE BEACH SINGLE** Street parking, Paid water & hot water & trash & gas & electricity, Rent \$1,350.00, Deposit 1350.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1169756

Santa Monica **BRIGHT 2 BDRM SMALL OFFICE 1 BATH DUPLEX HARDWOOD FLOORS, SHARED YARD SPACE, 2 CAR PARKING** 2-car Driveway parking, Paid water & gardener, Rent \$3,200.00, Deposit 3200, Available Now! westsiderentals.com/listingdetail.cfm?id=1168586

West LA **SPACIOUS APARTMENT** 1-car Parking included, Paid water & trash, Rent \$1,475.00 to per month, Deposit 1000, Available Now! westsiderentals.com/listingdetail.cfm?id=43217

West LA **MODERN LUXURY APARTMENT LOFT IN HIP WEST LA! - FURNISHED AVAILABLE!** 1-car Subterranean parking, Rent \$2,895.00 to and up, Available 32215. westsiderentals.com/listingdetail.cfm?id=1157204

Brentwood **2 BEDROOM 2 BATH DUAL MASTER IN A GREAT AREA!** 2-car Garage parking, Paid water & trash, Rent \$2,650.00 to and up, Available 31815. westsiderentals.com/listingdetail.cfm?id=1171348

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I am working with well-qualified Buyers to find the following properties:

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Walking Distance to the beach in Santa Monica, Hermosa or Manhattan Beaches
minimum 2 + 2
up to \$4,000,000

Condo

minimum 2 + 1.75
Ocean Avenue only, North of Wilshire Boulevard
Front facing unit ONLY
Up to \$3,500,000

Income property

4-8 units
between Wilshire & Adelaide
no price cap

Single Family Home (Fixer)

North of Montana
minimum 8500 square foot lot
up to \$3,500,000

Average Price of **ALL** Santa Monica
Single Family Homes
From **ALL** agents in **ALL** companies
Listed for Sale As of Mid-March 2015

		Average Price	# of Listings
Santa Monica Canyon	=	\$7,141,500	2
North of Montana	=	\$5,155,808	11
North of Wilshire	=	\$1,999,000	1
South of Wilshire	=	\$1,258,333	3
Sunset Park	=	\$1,724,900	10
Ocean Park	=	\$3,149,500	2

Statistics updated every Friday

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